

Bedford-Stuyvesant Restoration Corporation - Our Mission

Place ~ Driven Strategies

- Revitalizing the Physical Environment
- Preserving a Mixed-income Community
- Creating a Sustainable Community
- Fostering the Arts

People ~ Driven Strategies

- Enhancing Education Attainment
- Catalyzing Economic Self-Sufficiency
- Improving Health and Wellness



Health & Income Disparities

Health

- *15 % adults diagnosed with diabetes (9.9% citywide)*
- *32% adults report no exercise in the last 30 days (27% citywide)*
- *19% report eating no fruit and vegetables yesterday (11% citywide)*
- *38% drink a sugary beverage daily (25% citywide)*

Income

- *32% poverty ~ much higher for children with close to 47% of youth under 18 years old living below the poverty line*
- *22% Central Brooklyn has an unemployment rate of 19.2% in comparison with the national average of 5%*
- *41% rely on public assistance*
- *42% make less than \$25,000, and the median income is \$44,537*

Activating spaces for



- **Business Attraction**
- **Job Creation**
- **Worker Supports** – food stamps, health insurance

Placemaking



- **Mile long streetscape improvement creates walkable destination and spaces for public programming**
- **Usher in other services address unmet needs**

Arts & Culture



soul summit



restoration rocks

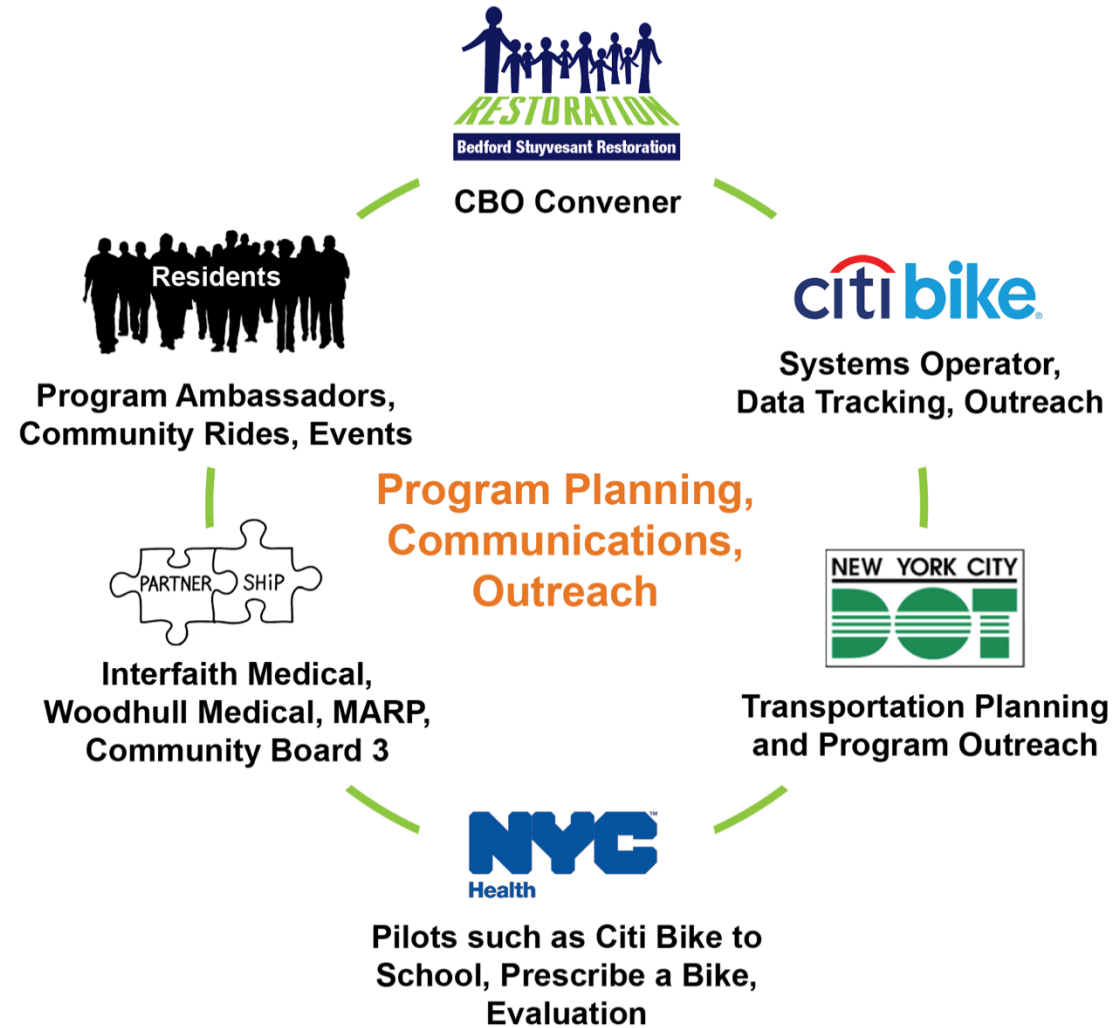


soul Food Junkies



Active staircase

An Example of Great Collaboration: Our Bike Share Partnership



Meaningful Collaboration & Community Engagement

Strengthened Community Engagement

- CBO at center with key partners engaged
- Resident Engagement- Bikers of Color, Brooklyn Bike Brigade, etc.
- Public Housing Champions
- Community Rides
- Corporate Engagement

Enhanced Evaluation and Ongoing Tracking

- Monthly Meetings to Share Progress
- Internal Dashboard
- Intercept Surveys and Focus Groups

Tailored Marketing Campaign and Messaging

- Features, Op Eds, Banners, Advertisements

Policy Change to Encourage Broader Ridership

- Monthly Payment Option versus Annual
- Affordability options beyond NYCHA discounts
- DOH-Pilots like Prescribe a Bike, Citi Bike for Youth



Partnership Accomplishments

- **500+**

residents participate in surveys
and focus groups

- **38**

community bike rides

- **+50%**

of Brooklyn businesses participating
in the Citi Bike corporate program
are located in target area

- **47.14%**

Increase in Bed-Stuy Members

- **2.37%**

of all Citi Bike Rides, versus

- **1.8%**

in August 2015

- **Over 2800**

engaged in events, helmet fittings,
bike rides



Center for Healthy Neighborhoods

“Leading borough-wide efforts to promote access, and transforming neighborhoods into safe, vibrant places to live, work and visit.”

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Choose water!

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The Partnership
257088

Made possible with support from the Centers for Disease Control and Prevention

THANK YOU!!!



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